





### **Obstacles & Opportunities**

- COVID uncertainties
- Economic Pressures: Recession/Inflation
- Diversity of destinations/climate
  - Bryce National Park in winter (better for more advanced outdoor travelers) vs. St. George golf vacation
- Perceptions that Southern Utah is still crowded
- Short booking windows, short stays
  - We'll need to think through changes to media and suggested itineraries
- Conditions, Closings, Preparedness
  - Cold, snowy conditions can make things not only dangerous, but also not very fun, even for adventurous visitors. Conditions may prevent trails or roads from being used.
  - Fewer hotels, restaurants, and other amenities are open in southern Utah in the winter, so we'll need to find ways to inform travelers about what to know before they go.

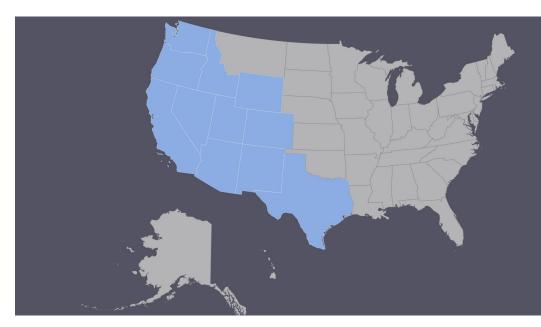
#### Goals

- 1. Increase the accessibility in target consumers' minds of Southern Utah as a winter destination.
  - Red Emerald Imperative: Continue powerful branding; Distribute visitation
- 2. Grow room nights in those areas during the winter months (November February).
  - Red Emerald Imperative: Distribute visitation
- 3. Promote Red Emerald trips during this season, lift in ADR for exposed audiences, promote guided activities, and support of local businesses based on availability per area.
  - Red Emerald Imperative: Prioritize quality visitation; distribute visitation; Enable community-led visitor readiness
- 4. Educate visitors about traveling thoughtfully and responsibly.
  - Red Emerald Imperative: Prioritize quality visitation; distribute visitation

### **Audience Mix**

- Regional drive markets
- Wasatch front residents

\*Exclude all audiences targeted with our SKI+ campaign



### **Key Messages & Themes**

- Come experience Utah in a new, quieter, otherworldly way
- How to see Southern Utah in the winter responsible travel, preparedness,
   Forever Mighty
- Highlight availability of diverse experiences including red rock snow adventures and warmer weather escape leisure activities.

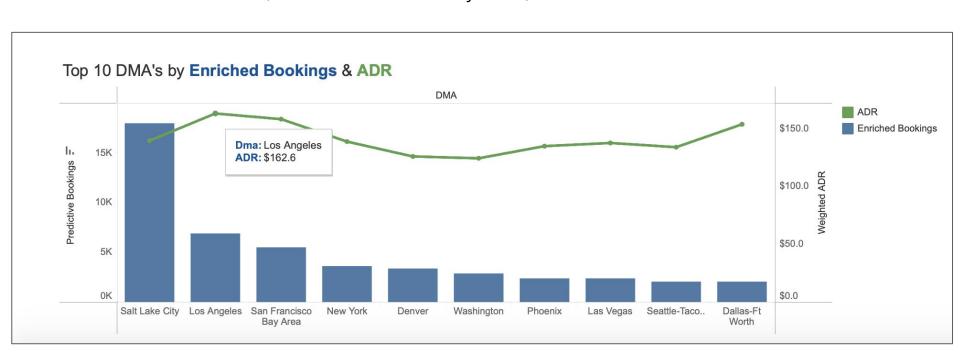
# **Key Areas and Regions**

- Greater Zion
- Moab
- Kanab
- Cedar City
- Lesser-known:
  - Panguitch
  - Beaver
  - Richfield

# **Paid Media**

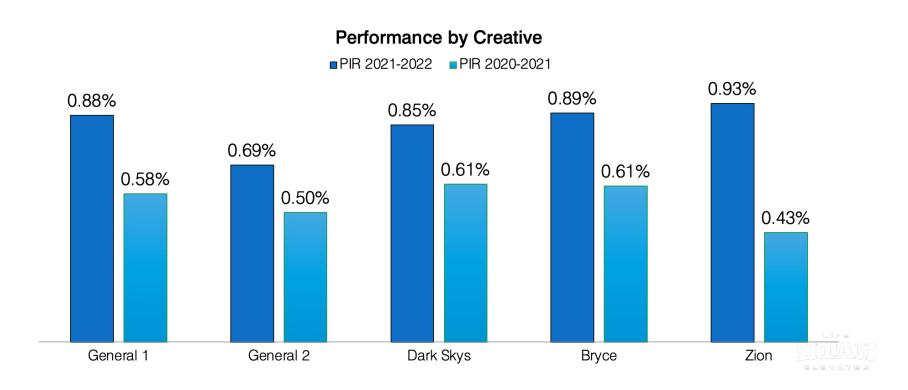
### **Looking Back: KEY INSIGHTS**

- There was a 35% increase, compared to 2020/2021, in post impression pageviews.
- We monitored 1.6M hotel searches which generated an estimated revenue of \$22.7M
  - ADR \$155.64 (2021 Month of January \$130)



### **Looking Back: REPORTING**

Creative Performance: Year-Over-Year



#### **Media Plan**

Budget: \$685,000

#### Flight Dates:

• September 15, 2022 – January 30, 2023

#### Target Markets:

Regional: 15% In-State, Washington,
 Wyoming, Nevada, Oregon, Arizona, Idaho,
 Colorado, California, New Mexico, Texas

#### Additional Notes:

- Increased focus in competitive targeting
- Target repeat travelers
- The return of Connected TV advertising
- Increase SOV from 12/26/2020 1/4/2021
- Leverage long-form videos in native articles and YouTube



#### **WISU Custom Audiences**

National Parks Visitors: 10/1 - 3/30 Southern Utah Visitors: 10/1 - 3/30 Southern Utah Natl Park Visitors:

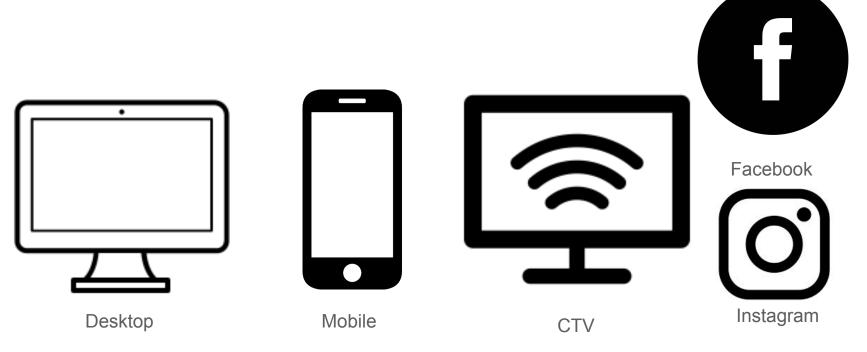
10/1 - 3/30







### **WISU Cross Media Targeting**







### **Programmatic**

Budget: \$120,000

Flight Dates: 9/15/2022 - 1/30/2023

#### Target Tactics:

- Behavioral Targeting
- Look-a-Like Models
- Geo-Based heavy up flight dates
- Keyword targeting that leverages Paid Search campaign

#### Added Value:

- Brand Guard
- Visitation and Footfall Study (post campaign report)



#### **Native**

Budget: \$143,000

Flight Dates: 9/15/2022 -

1/30/2023

#### Target Tactics:

- Behavioral Targeting
- Look-a-Like Models
- Native Content and Native Video

#### Added Value:

- 15% added value impressions
- Site Visitation Lift report



# **Endemic: Tripadvisor**

Budget: \$217,000

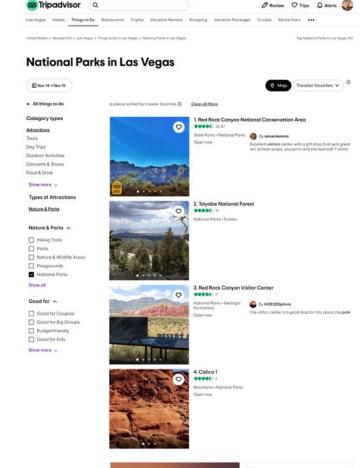
Flight Dates: 9/15/2022 - 1/30/2023

#### Target Tactics:

- Behavioral Targeting
- Conquesting
- Native Content
- Destination Sponsorship

#### Added Value:

• Economic Impact Study





#### **Connected TV**

Budget: \$163,000

Flight Dates: 11/1/2022 - 1/30/2023 (running every

other week)

#### Target Tactics:

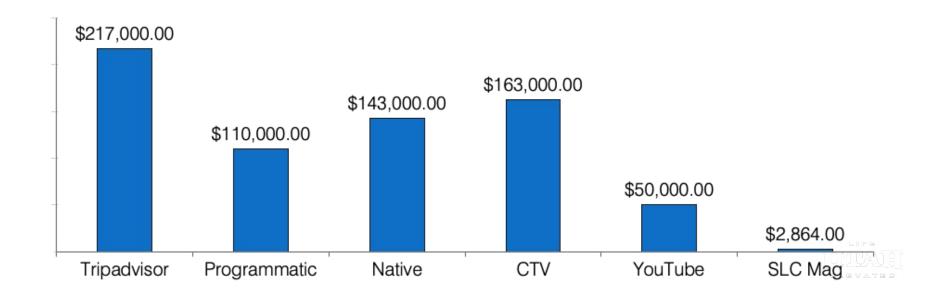
- Sequential targeting of viewers of past Southern Utah campaign.
- Cross Device Retargeting
- Past visitors of Southern Utah destinations.



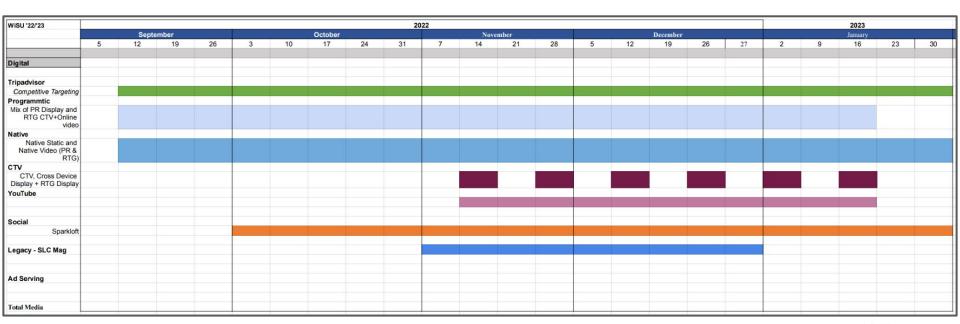
- Adara and Arrivalist post campaign study
- Upwave Brand Study



### **Media Plan: Digital Budget**



# **Media Plan: Flight Dates**





# Advertising Creative

# **Display Creative - New World**



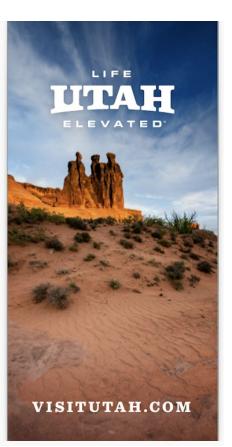




# **Display Creative - Bold**



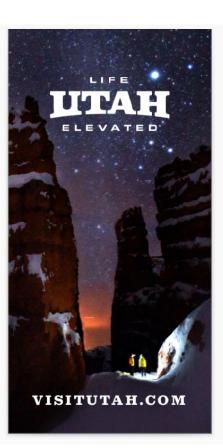




### **Display Creative - Desert Sky**



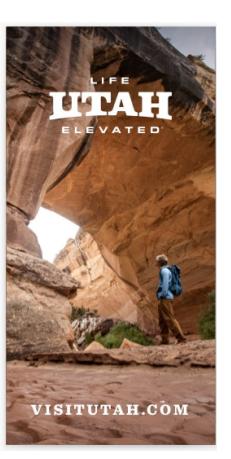




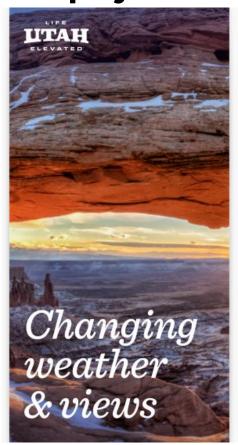
### **Display Creative - Trails**







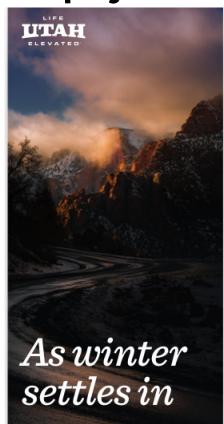
**Display Creative - Weather** 







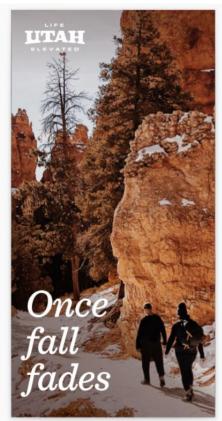
### **Display Creative - Zion**

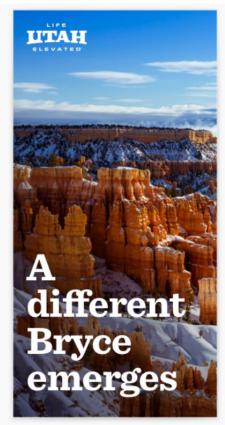


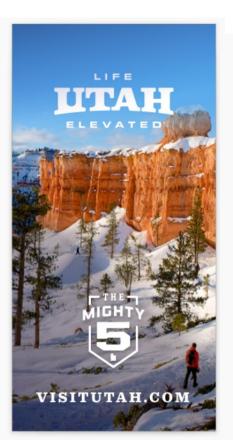




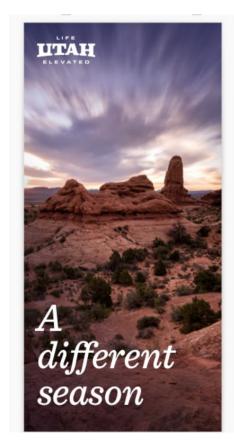
# **Display Creative - Bryce**

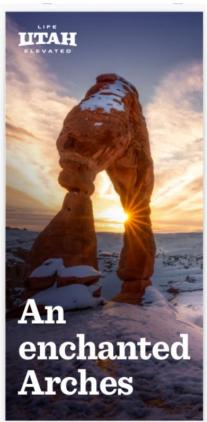






# **Display Creative - Arches**







### **Video Assets - Long-form**

 Existing video assets being updated with new end card - links to videos will be dropped in once approved



New End Card: will be set with 70% opacity



Kodachrome Dark Skies:15



Robbers Roost:15



Gooseberry Mesa:15

# Public Relations

#### **KPIs + Tactics**

#### • Monthly Headline Pitch:

The Season Less Traveled: Winter in Southern Utah

#### Overall Utah KPI Campaign Messaging Points Supporting Southern Utah

- Red Emerald
- Forever Mighty
- Dark Skies

#### FAM Trip

 A dedicated group media FAM (November 2022) focused on the journey from St. George to Moab

#### Audience

- Hospitality seekers
- Bespoke adventures
- o Arts & culture enthusiasts
- Drive-market regional travelers

# Winter in Southern Utah: Dedicated Key Messages + Storylines

- <u>Unique/Unexpected Accommodations & Offerings</u>: Check in to Southern Utah's unique winterized properties, from boutique Inns and B&B's, Tiny Houses and more inspired "only in Utah" hospitality experiences.
- <u>Winter Activities:</u> Southern Utah provides unique access to a variety of activities during the winter months including guided adventures around the sand dunes, affordable downhill and cross-country skiing through the snow-capped hoodoos, and even sun-filled golf rounds.
- <u>Winter Stargazing:</u> One of Utah's best locally kept secrets: the winter months are the best time to view the expansive, starry sky fields. Winter provides the unique opportunity to access the night sky longer/earlier in the evening, and the crisp air allows for clearer viewing.
- **Southern Utah Base Camps**: Towns/communities that act as launch-pads to epic Southern Utah adventures during the winter months and beyond (Moab, Kanab, St George, Bryce + Panguitch).
- <u>Cultural Exploration:</u> An alternative to outdoor adventure, discover Southern Utah's arts & culture through film-inspired itineraries, indiginous history and heritage, art galleries and museums.

### **Audiences | Target Publications**

- H Texas Magazine
- LOCALE Magazine
- Travel + Leisure
- Lonely Planet
- Austin Monthly
- Thrillist
- TravelAge West
- Backpacker
- Travel Curator

- AFAR
- Outside
- D Magazine
- Phoenix Magazine
- Matador
- Los Angeles Magazine
- Fodor's
- PaperCity Dallas
- Sunset Magazine

# **Social Media**

#### **KPIs**

\$72,500

Planned Spend

**13.6MM** 

**Impressions** 

29k

**Landing Page Views** 

**72**k

Clicks

260k

Engagements

\$0.10

Ad Recall per 1000 people

## **Paid**

Paid social for the Southern Utah Winter campaign will flight from early October 2022 through January 2023, and focus on the following objectives:

**AWARENESS (10%):** Increase awareness of Utah in key markets as measured by impressions and CPM

**INTEREST (10%):** Increase interest for Utah in key markets as measured by engagement and ad recall rate.

**ACTION (80%):** Increase traffic to Visit Utah's website as measured by link clicks and landing page views (LPV)

## **Organic**

- On organic, we plan on continuing to drive educational messaging cross-channel about responsible recreation in the parks during the off season as well as secondary locations, such as St. George and Kanab.
- One social-first video concept we plan on executing is a Winter Basecamps Basics series, focused on giving information to guests about a) three places to visit in or around each park in the winter b) three items of gear/clothing to come prepared with and c) three small businesses to check out in the basecamps near the park they're visiting (contingent on what's open this time of year).
- Organic social media will continue to disperse inspirational imagery and messaging surrounding red rock and snow.
- We are shifting our organic strategy to prioritize video content with the intention of producing more on-the-ground winter in Southern Utah Reel and TikTok content.

## **Influencers & Ambassadors**

- Ambassadors are Utah-based content creators who participate in an ongoing, year-long program with Visit Utah. These creators will highlight diverse experiences and drive conversation from the many faces of Utah while amplifying Visit Utah's commitment to responsible travel.
- This year, we will work with 5
   ambassadors from many walks of
   life. We will continue to work with
   ambassadors from previous years,
   including Evan Thayer, Melody
   Forsyth and the Fontes Four Pack.

### Sustainable Travel Influencers

Objective: Brand Awareness + Destination Education

Leverage travel Influencers with expert knowledge of ecotourism practices to promote Southern Utah as a sustainable destination. Traveling in winter, influencer(s) will promote S. Utah as a destination to visit between November and February by taking part in and promoting seasonal activities as well as featuring local businesses and hotels within their content.

Create a campaign that generates awareness of Southern Utah, increases engagement on UOT's social media platforms and drives traffic to their website.

### How will it work?

- Influencer(s) will create and post high quality content on their social media platforms and for use by Utah and participating partners
- Influencer(s) will promote Southern Utah's eco-friendly initiatives including Forever Mighty, Leave No Trace and Red Emerald trips.
- Influencer(s) will feature winter activities to encourage travel to S. Utah during the season.
- Influencer(s) will spread awareness of sustainable activities visitors can do in the destination, promote eco-friendly hotels and local businesses, as well as expert tips for responsible eco-tourism.

## **Email Newsletter**

## **KPIs & Goals**

- Generate 200k Total opens
- Maintain a 35% open rate

## **Approach & Timing**

- Continue to send our usual 5 monthly emails: 4 Sunday longform articles and 1 monthly newsletter, integrating campaign-relevant content into each.
- Aim for ¾ Ski / Northern Utah content, ¼ Winter in Southern Utah content, starting with November's newsletter and continuing through February.
- Continue to rely on monthly content brief and recommended WISU articles (slide 50) for specific articles to support and key messages to communicate.

## VisitUtah.com + Content

### **KPIs**

- Maintain or increase number of WISU-tagged sessions YOY
- Maintain or increase number of itinerary pageviews that started with a WISU session YOY
- Exceed 70% search impression share for WISU PPC ads
- Average session durations to 1:00-1:30+ for targeted paid channels (Native, Paid Social, Paid Search). Compare to last year's #s on slide 54.
- Grow traffic YOY to "How to Visit Southern Utah in Winter" page.
- Average session duration to 1:30+ for sessions originating on the "How to Visit Southern Utah in Winter" page.
- Increase number of sessions from e-newsletter and organic search YOY.

## **Search Engine Optimization**

- Adjust internal linking strategy to manage statewide winter rankings
- Outreach to support winter in national park page rankings
  - Most have maintained ranking gains from last year
- Complete a content audit of pages to be created or optimized for organic visibility and in support of the campaign

1.8

Avg. Ranking Position

**37.50%** 

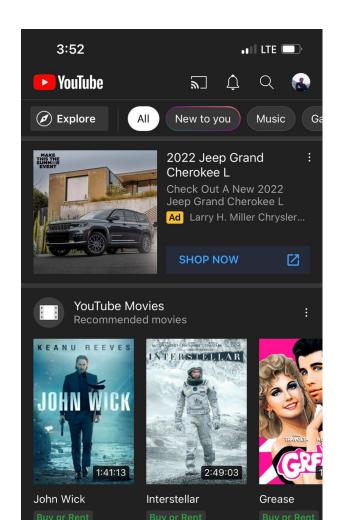
Est. Visibility Among Tracked Terms

**66** 

Pieces of Campaign Content

### **Paid Search**

- Prioritize Search Impression Share as a primary KPI. Established goal of exceeding 70%.
- Reflect new content additions in the paid search campaign
- Introduce Discovery Campaign ads in parallel with YouTube campaign



## **Campaign Landing Pages**

- Winter in Southern Utah
- National Parks in Winter
- How to Visit Southern Utah in Winter (Forever Mighty)



As the chill of fall motivates the tree's final leaves to meet the ground, there are those, the bold, who eagerly await winter's arrival in Southern Utah. The bold know that here, they'll be rewarded with quiet, solitude, and vibrant night skies. For Southern Blah, winter is enchanted, a sesson less inscelled with snow-capped peaks and endiese canyons. The hold, maybe you, await the wander that is winter in Southern Utah.



A Winter's Desert: Visiting Southern Utah in the Slow

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Writter By Nestra



Across a Snow-Covered Desert An Uncommon Confluence Witten Sa Valley Bales

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Best Hikes in St. George **During Winter** 

tolls, we've his bliggered sever of the area is see inconjurs to high peaks.

Explore the

Point is a Link bear

Popular base camps of this region are cide loney, St. Deorge, Cadar City and Sanato. Three for fixed of Utah's mational pend also find their home as this portion of the state. Zon, Bryce Careon and Capital Reef. More experienced off-season on-earn might check out Capital Breaks or Grand States and containing material menuments, from involved to an and another top go with the

from severance, obcome your plant goar up and set out on your winner expedition in the Insurem. For the region recible Accressed Conyesteds not seel before both exhabite for the coly noteworthy and wonderfilled locations found have. Here: tion, but only before and transport national representation more than many for any clock much appear to famous stores and ponic apply, letter distred with apply.

## **Content Summary**

### Article recommendations for placements:

- Turning the Lens on a Wintry Southern Utah
- An Uncommon Confluence
- Escape Tourist Hotspots on a Quiet Winter Getaway to Kanab
- A Winter's Desert: Visiting Southern Utah in the Slow Months
- Escape Crowds on a Quiet Winter Visit to East Zion
- Gravity and Water: Mark Making in a Winter's Desert with Anne Kaferle
- A Winter's Desert: Visiting Southern Utah in the Slow Months
- Find a Winter Refresh in a Utah State Park

### Forever Mighty How-Tos:

- How to Visit Southern Utah in Winter
- Packing list
- Winter Hiking
- Winter Camping

### **Itineraries**

- A Winter Trip Through the Heart of Utah's Desert
- Alpine, Après and Arches
- Winter Aglow in Southeastern
   Utah
- Winter's Summits and Rockscapes
- <u>Larger Than Life: Winter in</u>
   <u>Southwestern Utah</u>

## **Video Content Summary**

### Options for long-form:

- Winter in Southern Utah: Geology
- Anne Kaferle: Inspired by a Winter's Landscape
- Fishlake: More Than Just Parks
- Guided Slickrock
- Kanab Guided Slot Canyon
- Permit of Solitude



## **Destination Content Summary**

### Information pages:

- Winter in Monument Valley
- Winter in St. George
- Winter in Moab
- Winter in Lake Powell

### National park information pages:

- Winter in Canyonlands
- Winter in Arches
- Winter in Bryce
- Winter in Zion
- Winter in Capitol Reef



Home - Place To Go - Parks & Customs - Brate Const National Park - Winow in Brase Corpus National Par

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( SEASON MUSES AND UT SETTCE CANTON → ) HOW TO YOUTH SOUTH SER UTANS IN WINNESS

### Winter Weather in Bryce Canyon

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### Average Daily High and Low Temperature

Det	Nov	Thec	Jan	Tels
59/92 F	49/28 F	36/15 F	32/15 F	39/17 F
14/0 C	7/ F.C.	2/ 9 C	2/ 9 C	32 F.C.

ONTER INSPIRATION









## **Content Recommendations**

- Drive low-funnel traffic to <u>How to Visit Southern Utah in Winter</u> for essential Forever Mighty messages
  - Additional opportunities to re-target with additional winter preparedness and Forever Mighty articles.
- Drive high-funnel "hub" traffic to Winter in Southern Utah
  - Travelers can disseminate to basecamps, itineraries and articles from there.
- Consider ways to promote equitable coverage for target regions. We can provide content options for a variety of winter-ready destinations.
- Promote direct placements for itineraries as they focus on a positive visitor experience in remote locations and ease trip planning.
- Find ways to encourage intercom chat for wintertime planning
- Explore further promotion of Anne Kaferle video pieces

# **Total Budget \$757,500 Flight Dates**

